FOR DUBAI DEVELOPERS · LAUNCH FILMS AND BROCHURES

Your next tower, on film before it is built.

Launch films, brochure visuals and social cutdowns for off-plan projects. Made from the renders and floor plans you already have.

tamtam. Ibrahim Surucu · Dubai





A RENDER · SERA, FICTIONAL PROJECT

THE OFF-PLAN PROBLEM

Off-plan sells before there is anything to film.

So your buyer decides from renders. Someone in London or Riyadh looks at your tower on a phone screen.

A render shows the building. The buyer wants to know how it feels to live there: arriving at the lobby, morning light in the kitchen, the view from the balcony.

Film lets them walk in.

WHAT I MAKE

Three things for your launch.

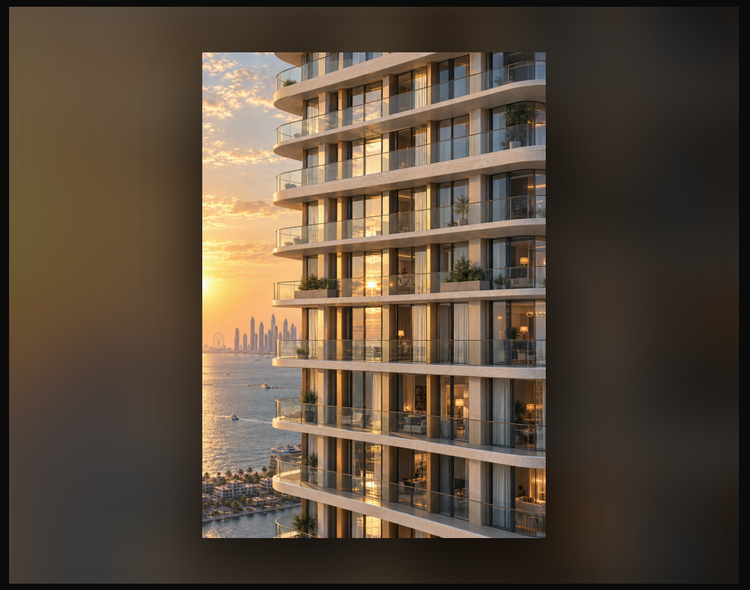
From your floor plans, renders and site photos.



01

Launch film

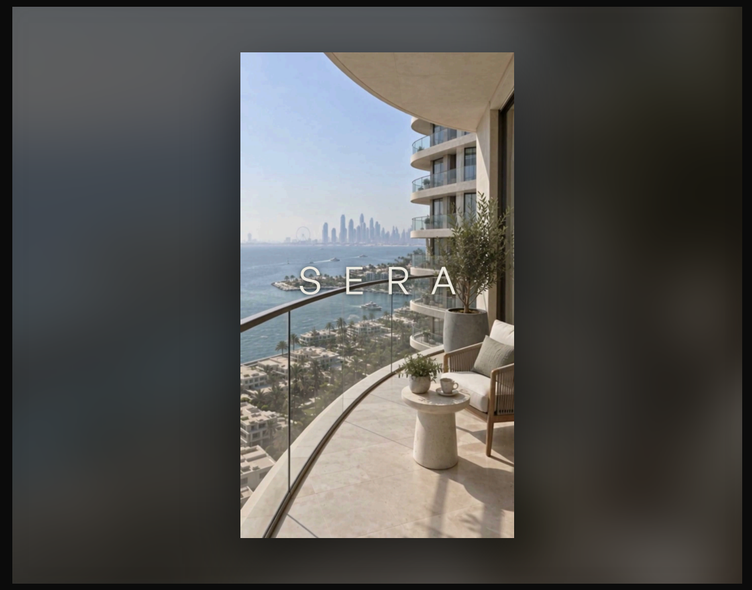
The hero film for the launch event, the website and the screen in your sales gallery.



02

Brochure visuals

Stills in the same look as the film: cover, amenities, interiors and views.



03

Social cutdowns

Vertical cuts for Instagram, TikTok and WhatsApp, ready for your brokers to share.

PROOF · SERA

SERA started as a white 3D model.

A 55-floor Dubai tower I built to show the whole process on a project nobody can film yet.

Left, the 3D model. Right, the same tower in the film: light, landscape and a view.

SERA IS A FICTIONAL PROJECT





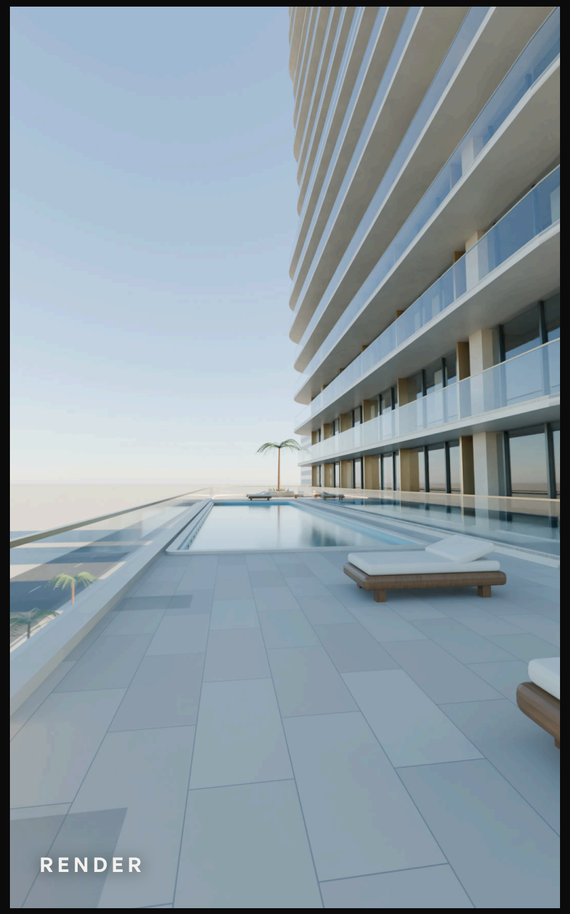
Same angle. Now it feels lived in.

ENTRANCE





POOL DECK







FILM FRAME · SERA, FICTIONAL PROJECT

INSIDE SERA

Then I take the buyer inside.


KITCHEN


LIVING


BATH

Watch the SERA film.

40 seconds, from the white model to the view from the balcony.

tamtamcorp.tech/sera

The same model fills the brochure.

The SERA brochure uses the same tower, materials and views as the film.

Your buyer sees one project in every channel: film, print and social.









SPREAD LAYOUT FROM SERA VISUALS · FICTIONAL PROJECT · TAMTAMCORP.TECH/SERA

HOW IT WORKS

You send renders. I send back a film.

01

You send what you have.

Renders, floor plans, site photos and your brand guide. Whatever exists today.

02

I build the look and the cut.

Materials, light, camera moves, edit and music. One look across film and stills.

03

You talk to the person doing the work.

One operator from brief to delivery. Your feedback goes straight into the edit.

SERA went from the first 3D model to the finished film in one day. Frames below, in film order.



A free demo film of your own project.

01 15 to 20 seconds, made from the renders you have already published.

02 Open to the first 5 developers who reply.

03 You tell me which project. That is the whole brief.

Name your project.



SERA · FICTIONAL PROJECT

CONTACT

Send me the project name.

WhatsApp reaches me directly.

WHATSAPP

+971 58 873 7467

Scan the code or tap the number.

SERA FILM AND BROCHURE

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